

$$5,750,000 \times 1.04\% = \$5,980,000 \text{ max}$$

Community Marketing

1. 1994 Budget Proposal

	<u>1993</u>	<u>1994</u>	<u>Variance</u>	<u>% Δ</u>
Budget	\$5,750,000	\$7,665,000	+1,915,000	33%
# Events	52	60	8	15%
Total Adldce	13.6 M	17.9 M		32%
Marlboro	3,362,500 58%	5,035,000 66%		
BTH	2,387,500 42%	2,630,000 34%		

2. Breakdown - group related exp together

	<u>1993</u>	<u>1994</u>	<u>Variance</u>	<u>% Δ</u>
Sponsorships	962.6K	1,200K	237.4	25%
(Reason for increase)				
Min Adv	707.5K	900K		

* Incentives (store sales: source?)

2041940119